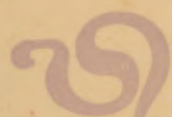
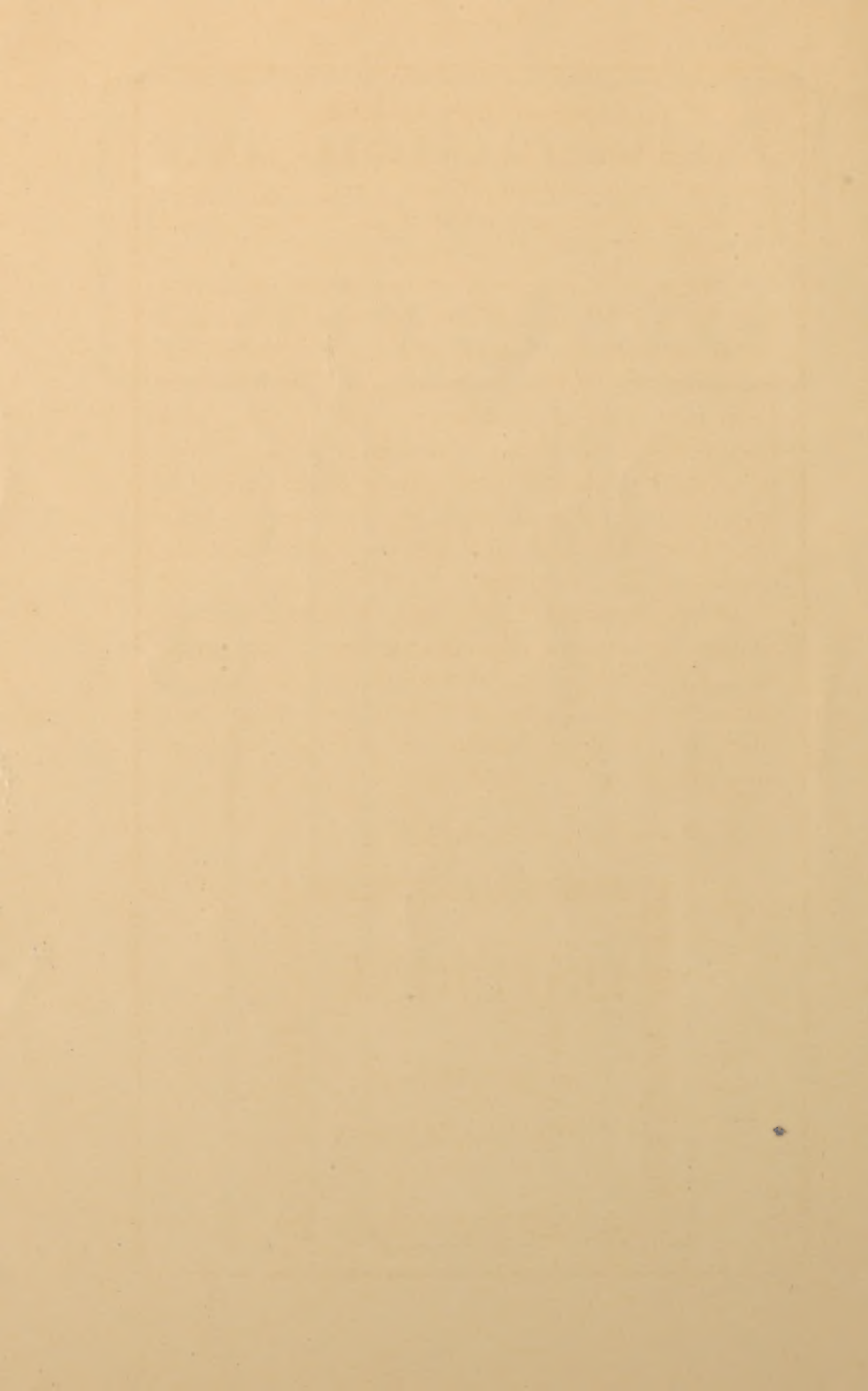


Advertisements

of

Listerine





Concentration of Effort

As the sum of human knowledge increases, concentration of thought and effort in particular channels of study and work become more effective and generally advantageous.

We concentrate *our* efforts in the manufacture of an efficient, agreeable and convenient agent for the prophylaxis and general antiseptic treatment of disease. In so doing it has ever been our sincere desire to cater to the real requirements of the medical profession, hence we never allow a word commendatory of our product to appear in print which does not bear the stamp of professional approval, obtained by clinical or chemical test.

The constant care and watchfulness so requisite to the maintenance of strict uniformity in our product is guaranteed to the profession, not only by our sense of obligation to them, but that the commercial value and prosperity of our antiseptic may be conserved.

BY THIS SIGN IT IS KNOWN:



The Synergic Action of Antiseptics

Experiment has demonstrated the possibility of so combining antiseptic agents as to obtain an increased potency and at the same time a diminution of unpleasant or dangerous qualities, as exemplified by the researches of Dr. Lepine, of Paris, which were published in the *Review de Medicine* some years ago. He combined mercuric chloride, salicylic acid, carbolic acid, benzoic acid, calcium chloride, etc., each in very minute quantity, so that if it alone was in the solution it would be powerless to prevent the development of the bacillus subtilis in beef broth. The combination, however, when mixed with a certain amount of bouillon, effectually prevented any development of the bacillus. These experiments justify the belief that, by the proper combination of antiseptics in this way, a powerful antiseptic agent can be made which will at the same time be entirely devoid of danger to the human organism.

Long prior to the experiments of Dr. Lepine, however, the manufacturers of Listerine had discovered the wonderful synergic action of certain antiseptic essences and ethers, when combined with boric acid, and by careful manipulation a nicety of balance was attained, whereby a powerful antiseptic, germicide, deodorizer and prophylactic was secured in the elegant and agreeable product—Listerine, a product that has constantly grown in favor with the profession during the many years it has been at their command. This steadily increasing favor has been bestowed upon Listerine most voluntarily, as the manufacturers have never overestimated its power or its range of usefulness, nor contended for immoderate virtues, all of which is in direct evidence that the profession justly regard a judicious compound, based upon a scientific knowledge of its component parts and supported by extended clinical experience, to be of equal value to the discovery of a new drug.

Ancient Antiseptics

The aromatic spices, gums and resins, the essence of marjoram, etc., have been valued for the refreshment and purification of the body, for the preservation of the tissues, and for the prevention of disease, as far back as history leads us.

The ancient Egyptian has proved to us the wonderful preserving power of the aromatic spices and resins in the embalming of the body, and has recorded the esteem in which scented water was held when employed for purposes of purification—personal prophylaxis, and we may well believe that the “Noble Roman” used the scented oils after his bath, and that the beautiful daughters of Greece applied the redolent thyme at their toilet in a purely empirical way, without thought that the substances would one day be prized in the realm of scientific medicine for the rapidity with which they destroyed the bacillus; still, the record they left of the antiseptic and prophylactic value of these agents has been scientifically approved by the physicians of today, in their unqualified endorsement of that ideal antiseptic, in which the most valuable of the ozoniferous oils, ethers and essences are so happily combined and which is offered to the medical profession under the name “LISTERINE.”

The Secret of Contagion

The knowledge acquired during recent years by the researches of Surgeons, Physicians and Chemists, has proved that communicable disease is caused by the transmission of disease germs from an infected person or substance to a suitable pabulum for their multiplication. The presence of disease germs in the human body is detrimental thereto in direct ratio to the suitability of the tissues to their numerical development; the few germs which primarily gain entrance to a wound are harmless to produce untoward results if robbed of their power to multiply; but, owing to the almost universal dissemination of these living organisms, and to the danger attending their presence in the human body when in a condition vulnerable to their attack, antiseptics, or substances which have the power to destroy them, or to inhibit their numerical increase, without harmful results to the human system, have been eagerly and warmly welcomed by the medical profession as the most valuable means of combating disease. Such an agent we have in Listerine, a product of ozoniferous ethers, refreshing and cleansing to the high form of human life, but pregnant with destruction and disaster to infusorial development.

Pessimism in Therapeutics

"If all Medicine were dumped into the Sea, it would be so much the better for Humanity and so much the worse for the Fish."

While the practice of medicine may be more or less empirical, the experienced physician has learned too well the indications for, and the true value of a properly prepared and timely administered cathartic, emetic, diaphoretic, diuretic, narcotic or oxytocic, to lend his endorsement to the above quotation.

The history of medicine does not record a greater advance than has been made during this decade through the researches in Bacteriology in its relation to the etiology of disease; as a consequence the words "Antizymotic," "Antiseptic," "Germicide," have become familiar terms in modern therapeutics and their use, value and scope constitute the most important feature in our recent progress in medical knowledge.

The first Antizymotic and Antiseptic, introduced as such by the Chemist to the Physician, was the now well-known combination of ozoniferous essences and vegetable antiseptics with benzo-boracic acid, denominated LISTERINE.

It is noteworthy that Listerine was introduced in a manner whereby its inhibitory value as an antizymotic and its power to prevent septic conditions and to arrest putrefaction were clearly demonstrated.

The originality of the product, its intrinsic value and standard antiseptic strength at once gained for it a firm foothold in the estimation of the Physician and Surgeon.

Listerine is of uniform, exact and known antiseptic strength, and as such may be relied upon to produce identical results in identical conditions.

With the increasing usefulness of the microscope in the diagnosis of disease and a continuation in the rapid strides towards perfection in Organic Chemistry, we may yet, in contradiction to the headlines upon this page, be able to write —

"Nature provides a Cure for every Human Ill."

Judging from the past and present then, the tendency should be toward

Optimism in Therapeutics

A Familiar Name in Medicine

A non-toxic antiseptic of known and definite power, prepared in a form convenient for immediate use, of ready dilution, slightly, pleasant, and sufficiently powerful for all purposes of asepsis. These are advantages which Listerine embodies. The medical profession quickly recognized the utility, originality and merit of Listerine when it was first brought to their attention, and even now it has become such a familiar name in medicine, the manufacturers are frequently gratified by the receipt of letters from physicians, corroborating the experience of the earlier investigation of Listerine; such as one written under date of January 7th, by a well-known practitioner of an Illinois city, which reads in part:

“I began the use of Listerine on the recommendation it received. I continue its use because of its merits,”

which tends to indicate that:

The success of Listerine is based on Listerine—and that cordial recognition which originality and pharmacal elegance and worth has always received at the hands of the medical profession.

Respiratory Diseases

The diagnosis and treatment of diseases of the Respiratory System offers such a wide and varied field for medical thought and practice, that many physicians are devoting their entire professional time and attention to the consideration and treatment of these diseases; thus creating a special branch of medical science.

The study of these special diseases by the specialist has necessarily resulted in our acquisition of a much more extensive and accurate knowledge of the pathology of the various diseases and disorders affecting these parts of the human body.

Experimental treatment, conducted by expert experimentalists, rapidly passes the experimental stage, hence, we have today a very thorough and definite knowledge of the value of the various remedial agents employed in these cases, and it is a notable fact that a most important part of recent literature bearing upon the treatment of this class of diseases, is devoted to giving directions for the use of LISTERINE, alone, and in various dilutions and combinations.

Nasal Catarrh

The cleansing of the nasal passages by means of Listerine and warm water, in the proportion of one part Listerine to ten or more parts water, and the subsequent use of a spray of pure Listerine, is a method of treating nasal catarrh highly recommended by several eminent rhinologists, from whose lectures and writings we abstract the following admonitions and advice :

“A very essential principle in the local treatment of catarrhal affections of the nasal passages is thorough cleanliness ; it underlies all others. There certainly can be little remedial value in the application of a medicated spray or powder that only reaches parts covered and protected by a layer of thick, tenacious mucus, or, still less, those encased in an armor of hard, inspissated crusts. On the other hand, I am convinced that this matter of cleanliness, if the latter be understood to mean frequent, daily, even several times a day, syringing of the nose, is overdone, and that it does much harm. While, then, cleanliness is essential, mechanical means for attaining it are to be used with great discretion.”

As a general cleansing and disinfecting solution for use by means of the spray apparatus, the following formula has been very extensively employed with excellent effect :

R	Sodii bicarbonatis	-	-	-	-	-	℥	ss
	Sodii boratis	-	-	-	-	-	℥	ss
	Listerine	-	-	-	-	-	℥	j
	Aquæ	-	-	-	-	-	℥	iv M.
						ad		

Atrophic Nasal Catarrh

‘The patient is directed to cleanse his nose with a solution of two drachms of bicarbonate of soda to one quart of tepid water, morning and evening, and to throw a spray of the Listerine solution into the nostrils after the cleansing. Treated in this manner, I have seen many cases in which the odor was barely perceptible after the lapse of three or four days, and remained in abeyance throughout the treatment.”

The fluid used in cleansing the nasal cavities, both in atrophic and hypertrophic rhinitis, should be of about the specific gravity of the serum of the blood, and this is acquired in the following solution :

R	Sodæ bicarbonatis	-	-	-	-	-	℥	ij
	Sodæ biborat	-	-	-	-	-	℥	ij
	Listerine	-	-	-	-	-	℥	vii j
	Glycerine	-	-	-	-	-	℥	iss M.

One ounce of this formula added to a pint of water yields a bland and pleasant alkaline solution with a specific gravity of 1.015.

Inhalation

The application of remedial agents to the respiratory tract, by means of their inhalation in the form of a vapor, or spray, has, in all ages, been more or less fashionable in medicine.

Applications are thus most conveniently made by using one of the various steam or spray apparatus, or inhaling tubes, made especially for this purpose; but when these are not at hand, methods such as the following are often employed with success:

Put into a small pitcher a teaspoonful of gum camphor and a tablespoonful of Listerine, add boiling water, and breathe the warm vapor through a paper cone, the narrow end of which should be cut to fit the nose. Inhale this vapor for a few minutes, every four or five hours, as a treatment for coryza.

Another method: Take Carbolic Acid five parts, Aqua Ammonia ten parts, Listerine twenty parts. A two-ounce, wide-mouth bottle, should be filled one-third with the mixture, and enough absorbent cotton introduced to absorb the whole, when it is ready for use by inhalation.

La Grippe

Physicians find an important part of the treatment of this disease to consist of efforts to tranquilize their patients, to soothe and comfort them. Listerine serves a useful purpose in relieving the ever-present and always distressing catarrhal disturbances.

The throat irritation frequently makes desirable the application of a soothing solution, such as :

Listerine	-	-	-	-	-	-	℥ ij
Glycerine	-	-	-	-	-	-	℥ j
Aquæ dest.	-	-	-	-	-	-	℥ iij

which should be administered in the form of a spray ; and where there is much dryness of the mouth attendant upon the high fever, the same solution may be employed to excellent advantage as a mouth-wash and gargle. It also forms a very acceptable cough mixture, taken in small doses, frequently repeated.

In the convalescent stage the kidneys should be carefully looked after and assisted in their efforts to discharge the effete and poisonous debris which this intractable disease leaves in its wake. For this purpose, physicians have found Lambert's Lithiated Hydrangea a valuable adjuvant, administered in teaspoonful doses, four times daily.

Hay Fever

The application of Listerine, suitably diluted, to the mucous surfaces of the nares, larynx, trachea and bronchial tubes (by inhalation), is a very effective means of allaying local irritation in the treatment of Hay Fever. Indeed, Listerine seems to exert a distinctly preventive influence against this distressing disease, judging from a number of letters we have received of a similar tenor to the following :

“During the period of time between the early part of July and the middle of August, I experienced an annual attack of Hay Fever for fourteen years. Five years ago I used a spray of Listerine in the nasal cavities and obtained complete relief. I now resort to this treatment each year, beginning about the 10th of July and continue it for a month; by this means I have entirely escaped my annual visitation of this distressing affection.”

Doctor: If during the time the pollen of various plants, chiefly of the graminaceous order, is inducing this troublesome affection, you decide to give Listerine an opportunity to prove its usefulness, and the results are disappointing, do not condemn the remedy until you have assured yourself that Listerine has been dispensed on your prescription.

Listerine is *sui generis*: there are other good antiseptics, but there is only one Listerine.

Listerine in Disorders of Digestion

The volatile antiseptic constituents of Listerine have an immediate stimulating effect upon the stomach, and in proportion to the dose administered, an action inhibitive to fermentation of its contents; hence, Listerine is frequently corrective of those disorders associated with the endo-development of gases, acid eructations, regurgitation of food, etc.

The antiputrescent power of Listerine, the

DIARRHŒA

tone which its use imparts to the stomach, and the diffusible, stimulating effect of its volatile constituents, are requisites that have been much employed in the treatment of various forms of Diarrhœa occurring in children and adults. Listerine is here prescribed in doses varying from ten drops to two drachms, and has a most salutary effect.

Physicians coincide in their views regarding

CHOLERA INFANTUM

the treatment of the Summer Diarrhœa of infants to the degree that enables it to be thus briefly summarized: Diet, emptying the alimentary tract, antiseptis. For the antiseptic treatment, Listerine alone; or Listerine, aqua cinnamomi and glycerinum; or, Listerine, bismuthi and misturæ cretæ, will meet many requirements of the practitioner during the summer months.

Fermentative Dyspepsia

In the stomachic disturbances which invariably follow the excessive indulgence in alcoholic stimulants, Listerine has proved itself a worthy restorative. A teaspoonful, administered in the early treatment of the case, not only exercises a prompt and markedly beneficial influence upon the mucous membrane of the stomach, thereby preparing that organ for the proper assimilation of food, but it is a powerful corrector of the foul breath, which is the inevitable accompaniment of this form of dissipation.

In various forms of chronic dyspepsia, notably those accompanied by acid eructations, the administration of Listerine, hourly, in teaspoonful doses, will be found beneficial, promptly arresting the fermentative processes and the colicky pains. A prominent writer says: "When indigestion is due to the presence of gas, or acid-forming ferments in the digestive tract, and is characterized by distention, regurgitation, belching of gas, with so-called 'heart-burn' and acidity, Listerine upon myself and patients has proven a specific."

Summer Complaints of Infants and Children

Under the above title we publish a pamphlet containing articles written by physicians who devote especial attention to diseases of children. Many valuable suggestions are contained therein for the care and treatment of the little ones during the summer months.

A copy will be mailed upon request.

Physicians writing upon this topic, say:

"Both the treatment and prevention of these disorders are subject to dietetic rules."

"Relieve the thirst by pure water, instead of by the breast or nursing bottle."

"Sterilize the milk food of artificially reared infants."

"Especially should the child wear a flannel bandage around its waist, and be not too thinly clad."

"We should aid nature in getting rid of undigested and indigestible materials."

"Astringents and opium check peristalsis and elimination, and thus aid decomposition."

"We should bear in mind the antiseptic thought."

"A few ounces of Listerine added to the bath forms an excellent 'nerve tonic' and prophylactic."

"A mixture of equal parts Listerine and brandy, given in fifteen to thirty minim doses every four to six hours, is an admirable preventive."

Choleraic Diarrhœa

The following formulæ have been extensively employed in the treatment of this type of diseases:

℞	Listerine	-	-	-	-	-	3 j—3ij.
	Syr. simpl.	-	-	-	-	-	3 vij—3vj.

M. Sig.—Teaspoonful every two or three hours.

℞	Listerine						
	Glycerinum						
	Syr. simpl.						
	Aqua cinnamomi	-	-	-	-	āā	3 j.

M. Sig.—Teaspoonful every one, two or three hours,
as may be indicated.

℞	Bismuthi subnitras	-	-	-	-	3 j.
	Listerine	-	-	-	-	3 ss.
	Glycerinum	-	-	-	-	3 ss.
	Mistura cretæ	-	-	-	-	3 ss.
	Aq. menth. pip.	-	-	-	q. s. ad.	3 ij

M. Sig.—One teaspoonful every two hours.

℞	Bismuthi subcarbonas	-	-	-	-	3 i—5ii.
	Spir. myristicæ	-	-	-	-	℥ xx.
	Spir. vini gallici	-	-	-	-	3 iii.
	Listerine	-	-	-	-	3 ss.
	Mistura cretæ	-	-	-	q. s. ad.	3 iii.

M. Sig.—One drachm every three hours until relieved.

℞	Bismuthi subnitras	-	-	-	-	3 ss.
	Tr. opii	-	-	-	-	℥ xx.
	Syr. ipecac.					
	Syr. rhei arom.	-	-	-	āā	3 ij.
	Listerine	-	-	-	-	3 ss.
	Mistura cretæ	-	-	-	-	3 j.

M. Sig.—Teaspoonful as often as necessary, but not more frequently than every three or four hours. This for children about ten or twelve months old.

Listerine in Typhoid

Since Listerine was first introduced to the Profession, it has been variously used in all forms of fever, as an adjuvant, and as an important part of treatment. Diluted half and half, or one part Listerine to four of water, it is administered in teaspoonful doses as an antidote to the accumulated fermented secretions and excretions of the alimentary canal. It is admirable to introduce in the sponging and bathing so often advocated in typhoid conditions, and as a mouth-wash and gargle during the whole period of confinement.

The Louisville Medical News says editorially: "We have recently seen the happy effect of Listerine in the tympanites of typhoid fever. The Listerine was mixed with an equal quantity of water, and, thus diluted, was given in doses of a teaspoonful every two hours. The medicine was agreeable to the patient, and the intestinal distention was promptly relieved."

A practitioner writes: "I was induced to employ Listerine by reading the article on Scarlet Fever, by Dr. J. Lewis Smith, in Pepper's System of Medicine. It is the best restorative remedy I have yet found in diseases of the mucous surfaces. I employ it in my typhoid fever cases, in teaspoonful doses every six hours. It promptly destroys all bad odor and taste, and is very grateful to the patient."

Mal de Mer

A bottle of Listerine may well be included among articles for use in the state-room during an ocean voyage, as there is nothing comparable to Listerine for use as a mouth-wash at the morning toilet. Taken in doses of a teaspoonful in half a glass of hot water, at that time and occasionally during the day, if required, its antiseptic influence improves the condition of the stomach for the reception of food, and acts as a palliative to the distressing symptoms—giddiness, retching, etc.,—during the time required for the nervous system to become accustomed to the motion of the ship.

The Boracic Acid Acidity of Listerine

The mild, stimulating effect of the free boric acid radicle in Listerine is of the highest importance in maintaining a healthy equilibrium of the fluids of the oral cavity.

The tooth is principally composed of phosphate of lime, and upon this compound solutions of boracic acid have absolutely no action whatever. It has no solvent action upon such stable salts as the teeth are composed of, nor can any chemical combination be formed by union of the tooth substance with boracic acid. The same can not be said of alkalies and alkaline salts, which can react with the compounds of which the teeth are composed, to form basic phosphates.

Additional to the antiseptic value of the ozoniferous oils and ethers which enter into its composition, the feeble boracic acid acidity of Listerine is most valuable and effective in preventing the multiplication of, or in destroying absolutely, the various micro-organisms which thrive in the normally alkaline saliva of the mouth; indeed most forms of bacteria develop best in neutral or slightly alkaline media. After the process of cleansing the teeth and mouth, by the use of Listerine, all traces of acidity are at once neutralized by an increased flow of alkaline saliva, just as it occurs after eating fruit or other acidulous food; whereas, if an alkaline mouth-wash be employed, possessing a greater degree of alkalinity than is normally present in the saliva, a foreign condition is at once established which nature has made no special provision to chemically antagonize, and such a wash, constantly employed, is particularly prejudicial to the mucous surfaces of the mouth, causing relaxation of the tissues and thus a lessened resistancy to the ravages of microbic infection.

Obsta Principiis

Obsta Principiis:—"Resist the first beginnings", is an adage particularly applicable to the realm of medicine, especially in relation to contagious diseases, but the principles the adage teaches are perhaps never more important than when applied to the prevention of the decay of the teeth. Not only should decay be prevented at the beginning, but the teeth should receive constant care from the time they are erupted, as good teeth are essential to proper mastication, upon which good digestion so largely depends.

Whilst cleanliness may be maintained to a great extent by mechanical means, the value of a suitable antiseptic wash, that has been thoroughly tested by time and experience, can not be overestimated, and when such a product as Listerine is at the command of physicians, untried substitutes and imitations should be experimented with only by an expert experimentalist—the physician himself—until their effect is so well established that they can be safely recommended for free use by the patient.

Unquestionably the sterilization of the teeth may be most nearly accomplished by using Listerine as a frequent mouth-wash, it being the safest of the antiseptics which are available for the prophylactic treatment of the teeth and mouth.

“He Who Does Not Masticate Well is an Enemy to His Own Life”

Proper mastication largely depends upon good teeth. Many dyspeptics and persons suffering from inanition—under weight, nervous and despondent—are really victims of malnutrition, due to careless habits of mastication or the *inability* to properly prepare their food for reception by the stomach.

In all probability a tooth kept perfectly clean would never decay, and whilst the sterilization of the teeth for any length of time may not be practicable, this condition may be most nearly attained by using as a daily wash, three to ten parts water (preferably lukewarm) to one part Listerine.

Listerine is invaluable for the purification of artificial dentures, and for the treatment of all soreness of the oral cavity resulting from their use. Patients wearing bridge-work should use a Listerine wash, of agreeable strength, two or three times a day.

Listerine is used in various degrees of dilution; one to two ounces to a pint of water will be found sufficiently powerful for the general care of the deciduous teeth of children, whilst a solution composed of one part Listerine and three parts water will be found of agreeable and thoroughly efficient strength for employment upon the brush, and as a daily wash for free use in the oral cavity in the care and preservation of the permanent teeth. Many users of Listerine employ it in its full strength upon the brush and enjoy its pungency. Tobacco consumers find that when used in full strength, Listerine is very effective in removing all offensive odors from the breath.

Topical Antiseptic Medication

Listerine affords a very acceptable and satisfactory means of securing topical antiseptic medication. As a lotion, diluted to meet the case requirements, it is extensively employed in the treatment of urticaria, eczema, pruritus, etc., and is especially grateful to patients suffering from eruptive fevers.

A physician informs us that he uses Listerine in full strength, by means of the atomizer, with good results, in treating various forms of dermatitis extending over large surfaces.

Thus the remedy is conveniently brought into intimate contact with the diseased parts, and after the volatile constituents of Listerine have exerted their stimulating effect and evaporated, a deposit of boracic acid remains evenly distributed over the parts.

Listerine in the Philippines

That the Medical Department of our Army and Navy thoroughly appreciates the usefulness and antiseptic value of Listerine has been clearly evidenced by the heavy shipments of iron-bound cases of Listerine, which have formed such an important part of the cargoes of medical supplies hurried forward to Manila for use by our army in the Philippines.

The unfavorable climatic conditions under which the troops operated, in our newly-acquired insular possessions, gave rise to various endemic diseases of zymotic origin, frequently of grave character and invariably of stubborn resistance.

The antizymotic properties of Listerine, its inhibitory antiseptic power, together with its non-poisonous nature and its record of usefulness in the Red Cross Service in South Africa, stamp it as being the logical antiseptic for the prophylaxis and remedial treatment of these cases.

Preventive Medicine

Individual Prophylaxis

One of the chief characteristics of Listerine is its peculiar adaptability to the field of preventive medicine—individual prophylaxis, and we are constantly receiving confirmatory evidence of its value in this direction, clearly indicating that Listerine continues to be the favorite preparation for internal administration and for exhibition in those cases in which an efficient and trustworthy antiseptic is required.

As a prophylactic against diphtheria, the frequent spraying of the fauces of those who may be exposed to infection, with Listerine, pure, can be confidently prescribed by the practitioner in attendance, whilst its exhibition in the case of the patient should be frequently made with the view of diminishing the danger of auto-infection, and of transmission to others.

Testimonials

Nearly every day in the year, the postman brings to our desk a letter from some member of the medical profession who has derived satisfaction from the use of Listerine, and does not hesitate to say so.

Each additional letter received by us, containing these kind assurances of continued confidence in our products, serves to increase our sense of responsibility and obligation to the profession, to most carefully maintain the standard of excellence for our antiseptic, of which the word "Listerine" is descriptive.

A valued correspondent, who has extensively employed Listerine for many years, having occasion to write us for special literature, says:

"Listerine, the original, and best of antiseptic compounds of its class, is my one reliable and unfailing agent. Its imitators are legion, who offer and urge me to employ their 'just as good as Listerine and so much cheaper' preparations, but I let them alone, preferring the tried and trustworthy Listerine to their cheap attempts, in the greed of gain, to displace an honorable article, which is always pure and good."

Profession or Trade

Whether or no the practice of pharmacy be classed as a profession or trade, it is undoubtedly true that the general public—being without special knowledge to guide themselves in determining the purity of drugs and medicines—place a reliance upon the skill and integrity of their pharmacist closely akin to the confidence which they repose in their family physician.

When purchasing medicine, the public expects the best; quality is the first requisite; hence, every drug sold by a pharmacist for the alleviation of disease

IS SOLD ON HONOR

Some manufacturing chemists do not seem to appreciate the high obligation of the pharmacist to his customers, nor to recognize the insult that is offered to Pharmacy as a Profession when they try to foist upon the retail druggist compounds imitative of such standard articles as Listerine, with the suggestion or assurance that they are just as good and may safely be substituted in all cases where Listerine is ordered or prescribed.

This is an advertisement of Listerine. The word Listerine is owned and the product it describes is manufactured only by

**LAMBERT PHARMACAL COMPANY,
ST. LOUIS;**

but the best advertisement of Listerine is—
Listerine.

"The toxic nature of any substance should be considered as well as its antiseptic power. The best antiseptic is undoubtedly that which is the least harmful to man in the dose required for asepsis."—*M. Dujardin Beaumetz.*

Listerine

Listerine is a powerful, trustworthy, non-poisonous antiseptic, composed of ozoniferous essences, vegetable antiseptics and benzo-boracic acid.

Listerine at 60° F. is a clear, amber-colored liquid, but as the temperature is reduced it becomes opaque. This characteristic of Listerine is caused by the partial congelation of its essential constituents; its brilliancy is resumed as temperature is restored to it. Listerine is of a slightly acid reaction, a powerful, fragrant, aromatic odor and pungent taste, both of which are quite agreeable; its specific gravity is lighter than water, with which it mixes in any proportion without precipitation or separation of its constituents.

Listerine is a swift and sure destroyer of infusorial life; it prevents the various fermentations, preserves animal tissues and inhibits the activity, growth and motion of low forms of vegetable life: hence Listerine may be relied upon to destroy the activity of the living particles which constitute contagion whenever brought into intimate contact therewith. Owing to these properties, combined with its non-poisonous effect upon the human system, it has immense advantages over carbolic acid in that it may be administered internally, as well as used with freedom, either by injection, lotion or spray, in the natural cavities of the body; such as the ears, nose, mouth, throat, rectum, vagina, urethra and bladder.

Listerine, even in its full strength, does not coagulate serous albumen; it is thus free from the drawback which so markedly limits the action of corrosive sublimate and like agents, most of which are, moreover, extremely poisonous. Listerine is peculiarly free from irritating properties, even when applied to the most delicate of the tissues, and its volatile constituents give it more healing and penetrating power than is possessed by a purely mineral antiseptic solution. These properties, possessed by Listerine, are analogous in their effect to the ozoniferous ethers so highly recommended by Sir Benjamin Ward Richardson, and others, as deodorizers and disinfectants for the sick-room.

Listerine

The vapor evolved by the use of Listerine in the sick-room, by means of a spray or saturated cloths hung about, is actively ozonifying and in effect very refreshing to the patient, while at the same time it imparts an agreeable odor to the atmosphere.

Listerine is admirable to introduce in the sponging and bathing so often advocated in typhoid conditions, and as a mouth-wash and gargle during the whole period of confinement. In all cases of fever, where the patient suffers so greatly from the parched condition of the mouth (where toxic antiseptics can not be used), nothing seems to give so much comfort as a mouth-wash made by adding about half an ounce of Listerine to a glass of water, which may be used *ad libitum*.

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Perhaps the commercial success which Listerine has achieved constitutes the most sincere tribute to its worth and utility, but we value very highly the kindly regard of the practitioners of medicine and dentistry who have so cordially recognized the value of our product and approved the methods used by us in bringing it to their attention.

It has ever been our claim that the uniformity and standard of excellence of Listerine shall be strictly maintained. Indeed, our sense of personal obligation to the profession demands this of us, even if the commercial success of Listerine did not very largely depend upon that degree of accuracy and unvarying quality which characterizes our product.

Commercial Competition

Increasing competition, in all channels of trade, has caused imitation to become almost a direct consequence of success. Within certain well-defined limits, imitation is justifiable, but to use the name or reputation of one article to influence the sale of another is generally unjust, and often dangerous.

Listerine requires in its manufacture careful laboratory manipulation and unusual length of time for perfection; it is of definite and uniform antiseptic strength, and may be depended upon to produce like effect under like conditions, whereas the substitutes and imitations so frequently offered by the trade are sometimes harmful, and their value generally entirely unproved by scientific test.

The extensive demand for Listerine in Europe has necessitated the establishment of completely equipped laboratories in France and Germany for its manufacture. These works are operated by skilled workmen and chemists, under the immediate direction of an officer of the Lambert Pharmacal Company, and the entire demand for Listerine in Great Britain and upon the Continent is supplied from these branch establishments.

In the City of Toronto, Canada, a manufactory, under similar supervision, has been in full operation for many years.

In addition to the regular size (14-ounce) bottle in which Listerine is offered to the trade, a smaller package, containing THREE OUNCES, is now placed upon the market; the consumer of Listerine is thereby enabled to purchase, under the seal and guarantee of the manufacturer, even the smallest quantity likely to be required.

LAMBERT PHARMACAL COMPANY,

LABORATORIES:
PARIS HAMBURG
TORONTO

ST. LOUIS, U. S. A.

Listerine Dermatic Soap

Listerine "Dermatic" Soap contains the essential antiseptic constituents of thyme, eucalyptus, mentha and gaultheria, which enter into the composition of the well-known antiseptic preparation—LISTERINE.

The excellent quality of the Soap, forming the vehicle for this medication, will be readily apparent when used upon the most delicate skin, and upon the scalp.

Unusual care is exercised and the very finest material is used in the manufacture of Listerine "Dermatic" Soap; no animal fats, but only the best vegetable oils entering into its composition. The essential antiseptic constituents of Listerine, which are incorporated with the Soap after it has received its surplus of unsaponified emollient oil, retain their peculiar antiseptic virtues and fragrance; thus, Listerine "Dermatic" Soap offers a trustworthy and very convenient means of cleansing the skin, leaving it soft and pliable, at the same time affording very effective treatment in a most rational manner, in that the customary method of applying soap lather to the skin by gentle massage, not only softens the integument, but facilitates absorption by the underlying tissues.

The smooth, elastic condition of the skin, which is secured by using Listerine "Dermatic" Soap, is largely due to the presence of an emollient oil which is incorporated with the Soap after its manufacture, and before it is "milled" and pressed into cakes.

The important function which the skin performs in the maintenance of the personal health may easily be obstructed or interfered with by the use of an impure soap, or by one containing insoluble matter, which tends to close the pores of the skin, and thus defeats the object of the emunctories. The selection of a pure soap is doubly important when it is to be used in cleaning a cutaneous surface affected by disease. Indeed, skin diseases may be induced and existing disease greatly aggravated by the use of an impure or irritating soap.

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A SAMPLE OF THIS SOAP WILL BE SUPPLIED TO
PHYSICIANS, UPON REQUEST

An Antiseptic Detergent

The antiseptic and detergent properties of Listerine "Dermatic" Soap prove beneficial in the treatment of sores, ulcers, cutaneous inflammations and eruptions, and its use is especially indicated in such skin affections as acne, eczema, scabies, sycosis, urticaria, ivy poisoning, pruritus, psoriasis, bromidrosis, zoster, poisoning from aniline dyes, vaccination rashes and all dermatites of the body and scalp; in combating all vegetable and animal parasitic diseases and diseases of the sudoriparous and sebaceous glands and hair follicles, as well as for the relief of excessive and offensive perspiration. Abrasions of the surface of the skin — chafes, cracks or fissures — due to thermic effect, such as extreme heat or cold, readily yield to the curative properties of this Soap.

Listerine "Dermatic" Soap is equally valuable in preventing cutaneous affections, in that it makes the skin clean, in the surgical sense, and thus destroys those conditions which encourage a tendency to the acquiring of diseases of the skin.

In the office of the physician and surgeon, in the hospital and operating room, Listerine "Dermatic" Soap will prove an agreeable and acceptable agent for the care of the hands and for cleansing surgical instruments.

Method of Application

The best means of applying Listerine "Dermatic" Soap in diseased conditions of the skin is to lather the parts gently, until the scales, scabs or crusts are softened, and then use a mild solution of Listerine and water, say one part Listerine to ten parts water, on linen or cotton fabric to remove the lather, leaving the parts to dry through natural means.

SAMPLES SENT TO PHYSICIANS UPON REQUEST.

The Elimination of Uric Acid

According to many authorities, the solution and elimination of an excess of uric acid and urates is best attained by a combination of certain forms of lithia and a kidney alterative.

Such a combination is Lambert's Lithiated Hydrangea, each fluid drachm of which represents thirty grains of fresh hydrangea. Lithia is present in the proportion of three grains to the drachm.

The therapeutic claims first made for Lambert's Lithiated Hydrangea have been substantiated by subsequent use, and close clinical observation has caused it to be regarded by many practitioners as an invaluable agent in the treatment of the various forms of renal and vesical derangement.

Lithemia

Those manifestations of the lithic or uric diathesis, lithiasis, or lithemia, not sufficiently pronounced to be dignified by the name of gout, or rheumatism, but which are characterized by symptoms denoting loss of nerve tone and consequent irritability and sleeplessness, venous and capillary congestion, plethora of digestive organs, etc., and generally recognized as being due to deficient elimination of the waste products from the system, represent a type of cases which are becoming more numerous, especially in our larger cities.

The deficient elimination may be due to functional derangements of the kidneys, brought about, perhaps, by overeating, especially of nitrogenous food, or the excessive ingestion of sweet wines or malt liquors, coupled by indolent or sedentary habits—all of which have a tendency to impair the activity of nerves and body. Overtaxation of the digestive organs in itself causes the production of other acids, which take the place of the uric acid and urates that should be neutralized or eliminated.

The administration of medicine is doubtless a most important part of the indicated treatment, and Lambert's Lithiated Hydrangea, that efficient alterative and antilithic remedy, administered in doses of one or two teaspoonfuls between meals, and at bedtime, is an invaluable assistant in eliminating the excess of uric acid and urates stored in the system, but the general habits and diet of the patient, so frequently causative or directly contributive to the disease, must often be changed in all its details, to enable the physician to accomplish lasting benefit to the case.

For the convenience of physicians in regulating the patient's dietary, we have had prepared

Dietetic Notes

suggesting the articles of food to be allowed or prohibited in several of these diseases. A book of these Dietetic Notes, each note perforated and convenient for the physician to detach and distribute to patients, supplied upon request, together with literature fully descriptive of Lambert's Lithiated Hydrangea.



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ST. LOUIS, U. S. A.

